



KABARAK UNIVERSITY

THE 9TH INTERNATIONAL RESEARCH CONFERENCE

BUSINESS AND ECONOMICS

Unpacking the Big 4 Agenda

WEDNESDAY 16/10/2019			
8.00 - 9.00 am	Registration of Delegates		
9.00 - 9.30am	<p>VENUE: KABARAK ONLINE (CONFERENCE HALL & MEETING ROOM)</p> <p>Theme: Unpacking the Big 4 Agenda</p> <p>Opening Prayers: Stella Korir</p> <p>Opening speech: Dr. Patrick Kibati - Dean School of Business</p>		
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	Institutions In Kenya <u>Mr. Gidraph Nduati</u> <u>Dr. Geoffrey Kamau</u>	Kenya <u>Mr. Alex Obulemire</u> <u>(University Of Kabianga)</u>
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11.00-11.30am	Tea Break	
	<p style="text-align: center;">Track: Strategic Management, Procurement & Management Science Session Chair: Dr. Maina Waiganjo Rapporteur: Dr Gitahi Njenga Rapporteur: Ms Daisy Bowen Rapporteur: Ms Pamela Nengo Rapporteur: Mr Elton Kipkorir</p>	<p style="text-align: center;">Track: Entrepreneurship & Crosscutting Issues Session Chair: Dr. Geoffrey Kamau Rapporteur: Mr. Ezra K. Ronoh Rapporteur: Ms. Rebecca Cheruon Rapporteur: Mr Wilson Kimno Rapporteur: Beatrice Chelangat</p>
11.30-12.00pm	<p>Effect Of Strategic Environmental Analysis On Disaster Management In Kenya (A Case Of National Government Ministries) <u>Ms. Linah Boit (Kabarak University)</u></p>	<p>The Moderating Influence Of Bixa Ollerana Value Chain Government Policy On The Relationship Between Marketing Mix Strategies And Sales Performance <u>Mr. David Cheruiyot</u> <u>Dr. Peter Mwaura</u> <u>Dr. John Tanui (Kabarak University)</u></p>
12.30-1.00pm	<p>Kaizen Principle Of Constant Improvement: Could This Reengineer The Competitiveness Of Kenya's Manufacturing Sector? <u>Ms. Jane Nzisa</u></p>	<p>Political Forces Nexus With Growth Of Export Oriented Entrepreneurship. A Survey Of Performance Of Selected Exporting Firms In Kenya. <u>Dr. Joyce Ogundo</u> <u>Dr. Geoffrey Kamau (Kabarak University)</u></p>
1.00-2.00pm	Lunch Break	
	<p style="text-align: center;">Track: Strategic Management, Procurement & Management Science Session Chair: Dr John Tanui Rapporteur: Ms Lydiah Ngubia Rapporteur: Mr. Stephene Oloo Rapporteur: Mr. Aggrey Lihada Rapporteur: Ms Emily Kisang</p>	<p style="text-align: center;">Track: Marketing & Crosscutting Issues Session Chair: Dr Stella Muhanji Rapporteur: Mr Luka Kiptui Rapporteur: Mr Moses Kaibos Rapporteur: Mr. Harrison Bwire Rapporteur: Mr Kennedy Bungu</p>
2.00-2.30pm	<p>Influence Of Strategic Innovations On Revenue Streams Sources In Selected</p>	<p>Is The Size Of Devolved Expenditure Optimal In Kenya? A Balanced Budget Approach</p>

	Public Universities In Kenya <u>Mrs. Damaris Areri (Kabarak University)</u> <u>Dr. Geoffrey Kamau (Kabarak University)</u> <u>Dr. Simon Kipchumba (Kabarak University)</u>	<u>Dr. Naftaly Mose (University Of Eldoret)</u>
2.30-3.00pm	Financial Service Accessibility Strategies For Farmers' Economic Empowerment In Kenya: A Survey Of Small Scale Tea Farmers In Kisii County <u>Mr. Thomas Ombui Nyakweba</u> <u>Dr. Irene Asienga</u> <u>Prof. George Gongera</u> <u>Dr. Geoffrey Kamau</u>	Effects Of Disaster Management Strategies For Mobile Telephone Service Providers In Kenya To Attain Business Continuity Management Best Practices <u>Mary.W. Mukabi, Multimedia University Of Kenya</u>
3.00-3.30pm	The Effects Of Communication And Corporate Social Responsibility In Public Relations As A Corporate Strategy In Universities Enrolment For Postgraduate Students <u>Ms. Faith Yator (Kabarak University)</u> <u>Mr. Evans Ombogi</u>	Analysis Of The Relationship Between Inter-Functional Coordination On Performance Of Universities In Kenya <u>Ms. Chebet J. Daisy Bowen (Kabarak University)</u> <u>Dr. Stella Muhanji (Kabarak University)</u> <u>Prof. Bernard Njehia (Kenyatta University,)</u>
3.30-4.00pm	<u>Closing Day One</u> <u>Dr. John Tanui</u>	

Programme Moderator
Dr. Geoffrey Kamau
School of Business & Economics

Kabarak University Moral Code

As members of Kabarak University family, we purpose at all times and in all places, to set apart in one's heart, Jesus as Lord.
(1 Peter 3:15)



KABARAK UNIVERSITY IS ISO 9001:2015 CERTIFIED